

South Carolina Statewide Lodging Outlook Report
November 2016

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: November 2016	November 2016	% Chg	November 2016	% Chg	November 2016	% Chg	% Chg	% Chg	% Chg
United States	60.7%	2.5%	\$119.71	3.4%	\$72.68	5.9%	7.8%	1.7%	4.2%
South Atlantic**	63.5%	4.3%	\$112.63	2.3%	\$71.49	6.7%	8.1%	1.3%	5.6%
South Carolina	59.3%	8.0%	\$96.03	5.8%	\$56.97	14.2%	15.1%	0.8%	8.8%
Year-to-Date: January through November 2016	Jan-Nov 2016	% Chg	Jan-Nov 2016	% Chg	Jan-Nov 2016	% Chg	% Chg	% Chg	% Chg
United States	66.7%	0.2%	\$124.32	3.1%	\$82.88	3.3%	4.9%	1.5%	1.7%
South Atlantic**	68.2%	1.1%	\$120.19	2.9%	\$81.91	3.9%	5.2%	1.2%	2.3%
South Carolina	65.4%	3.2%	\$110.71	3.9%	\$72.41	7.2%	8.1%	0.9%	4.1%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		December 2016	January 2017	February 2017
STR, Inc. <i>From October 2016 Forecast Report</i>	Occupancy Forecast	48.3%	48.1%	58.2%
	% Chg vs same month in 2016	0.6%	-0.6%	0.5%
TravelClick <i>From Bookings as of 01/13/17</i>	Occupancy from Current Bookings	45.9%	32.0%	10.6%
	% Chg vs same month in 2016	0.6%	-1.1%	-3.5%

Source: STR, Inc. and TravelClick